

# This Industry Is Sound

Prohibition Helped It

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The old Keeley Institute, which languished a while, has taken on a new lease of life. It reports a banner year in the number of persons treated for alcoholism.

Additional wards have been found necessary.

The percentage of **WOMEN** patients has increased.

This interesting information comes from Dwight, Ill., where the 1929 report of the Institute has just been made public.

In 1907, the report reveals, 946 patients were treated.

By 1920 the number had dropped to 186.

In 1928 it had risen to 703.

Last year it reached a total of 754.

By the end of 1930, at the present rate of progress, it should be on a pre-war basis.

It reinforces the claim that prohibition helps business. The Keeley cure, for example, was on its last legs until the noble experiment came along to give it renewed strength and vigor.

And it has given a new meaning to "the equality of the sexes." Women are now asserting their newly-acquired right to get drunk and stay drunk if they want to the same as men.